



Retail Marketplace Potential

Litwin's Building Independence , KS
 Drive Time: 5 minute radius

Latitude: 37.2250
 Longitude: -95.7066

Demographic Summary		2018	2023
Population		7,777	7,304
Population 18+		5,814	5,439
Households		3,174	2,961
Median Household Income		\$41,697	\$42,128

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,673	46.0%	98
Bought any women's clothing in last 12 months	2,421	41.6%	96
Bought clothing for child <13 years in last 6 months	1,655	28.5%	106
Bought any shoes in last 12 months	2,867	49.3%	92
Bought costume jewelry in last 12 months	964	16.6%	91
Bought any fine jewelry in last 12 months	944	16.2%	91
Bought a watch in last 12 months	875	15.0%	95
Automobiles (Households)			
HH owns/leases any vehicle	2,658	83.7%	98
HH bought/leased new vehicle last 12 mo	242	7.6%	79
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,916	84.6%	99
Bought/changed motor oil in last 12 months	2,878	49.5%	104
Had tune-up in last 12 months	1,371	23.6%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,855	66.3%	95
Drank regular cola in last 6 months	2,890	49.7%	112
Drank beer/ale in last 6 months	2,209	38.0%	90
Cameras (Adults)			
Own digital point & shoot camera/camcorder	566	9.7%	83
Own digital SLR camera/camcorder	339	5.8%	75
Printed digital photos in last 12 months	1,205	20.7%	89
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,160	37.2%	103
Have a smartphone	4,345	74.7%	94
Have a smartphone: Android phone (any brand)	2,552	43.9%	113
Have a smartphone: Apple iPhone	1,577	27.1%	71
Number of cell phones in household: 1	1,128	35.5%	115
Number of cell phones in household: 2	1,214	38.2%	99
Number of cell phones in household: 3+	696	21.9%	80
HH has cell phone only (no landline telephone)	1,919	60.5%	115
Computers (Households)			
HH owns a computer	2,116	66.7%	90
HH owns desktop computer	1,072	33.8%	88
HH owns laptop/notebook	1,570	49.5%	87
HH owns any Apple/Mac brand computer	364	11.5%	65
HH owns any PC/non-Apple brand computer	1,869	58.9%	94
HH purchased most recent computer in a store	1,093	34.4%	93
HH purchased most recent computer online	311	9.8%	73
Spent <\$500 on most recent home computer	522	16.4%	108
Spent \$500-\$999 on most recent home computer	527	16.6%	94
Spent \$1,000-\$1,499 on most recent home computer	219	6.9%	73
Spent \$1,500-\$1,999 on most recent home computer	96	3.0%	65
Spent \$2,000+ on most recent home computer	69	2.2%	54

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,791	65.2%	104
Bought brewed coffee at convenience store in last 30 days	807	13.9%	103
Bought cigarettes at convenience store in last 30 days	969	16.7%	153
Bought gas at convenience store in last 30 days	2,406	41.4%	112
Spent at convenience store in last 30 days: <\$20	372	6.4%	89
Spent at convenience store in last 30 days: \$20-\$39	583	10.0%	105
Spent at convenience store in last 30 days: \$40-\$50	532	9.2%	110
Spent at convenience store in last 30 days: \$51-\$99	356	6.1%	110
Spent at convenience store in last 30 days: \$100+	1,422	24.5%	110
Entertainment (Adults)			
Attended a movie in last 6 months	3,186	54.8%	92
Went to live theater in last 12 months	540	9.3%	80
Went to a bar/night club in last 12 months	973	16.7%	96
Dined out in last 12 months	2,707	46.6%	91
Gambled at a casino in last 12 months	700	12.0%	93
Visited a theme park in last 12 months	860	14.8%	78
Viewed movie (video-on-demand) in last 30 days	907	15.6%	86
Viewed TV show (video-on-demand) in last 30 days	702	12.1%	86
Watched any pay-per-view TV in last 12 months	455	7.8%	71
Downloaded a movie over the Internet in last 30 days	479	8.2%	91
Downloaded any individual song in last 6 months	1,054	18.1%	90
Watched a movie online in the last 30 days	1,241	21.3%	89
Watched a TV program online in last 30 days	842	14.5%	81
Played a video/electronic game (console) in last 12 months	697	12.0%	131
Played a video/electronic game (portable) in last 12 months	371	6.4%	123
Financial (Adults)			
Have home mortgage (1st)	1,488	25.6%	81
Used ATM/cash machine in last 12 months	2,871	49.4%	93
Own any stock	248	4.3%	59
Own U.S. savings bond	268	4.6%	96
Own shares in mutual fund (stock)	275	4.7%	69
Own shares in mutual fund (bonds)	179	3.1%	64
Have interest checking account	1,536	26.4%	90
Have non-interest checking account	1,723	29.6%	101
Have savings account	3,107	53.4%	92
Have 401K retirement savings plan	775	13.3%	86
Own/used any credit/debit card in last 12 months	4,306	74.1%	93
Avg monthly credit card expenditures: <\$111	814	14.0%	116
Avg monthly credit card expenditures: \$111-\$225	447	7.7%	107
Avg monthly credit card expenditures: \$226-\$450	404	6.9%	103
Avg monthly credit card expenditures: \$451-\$700	224	3.9%	62
Avg monthly credit card expenditures: \$701-\$1,000	198	3.4%	58
Avg monthly credit card expenditures: \$1,001+	266	4.6%	42
Did banking online in last 12 months	1,863	32.0%	81
Did banking on mobile device in last 12 months	1,125	19.3%	82
Paid bills online in last 12 months	2,429	41.8%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,199	69.3%	101
Used bread in last 6 months	2,983	94.0%	100
Used chicken (fresh or frozen) in last 6 months	2,101	66.2%	96
Used turkey (fresh or frozen) in last 6 months	489	15.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,585	49.9%	91
Used fresh fruit/vegetables in last 6 months	2,694	84.9%	97
Used fresh milk in last 6 months	2,698	85.0%	99
Used organic food in last 6 months	540	17.0%	72
Health (Adults)			
Exercise at home 2+ times per week	1,364	23.5%	84
Exercise at club 2+ times per week	599	10.3%	71
Visited a doctor in last 12 months	4,310	74.1%	96
Used vitamin/dietary supplement in last 6 months	2,914	50.1%	93
Home (Households)			
Any home improvement in last 12 months	837	26.4%	95
Used housekeeper/maid/professional HH cleaning service in last 12	292	9.2%	66
Purchased low ticket HH furnishings in last 12 months	509	16.0%	96
Purchased big ticket HH furnishings in last 12 months	660	20.8%	95
Bought any small kitchen appliance in last 12 months	657	20.7%	92
Bought any large kitchen appliance in last 12 months	445	14.0%	99
Insurance (Adults/Households)			
Currently carry life insurance	2,469	42.5%	95
Carry medical/hospital/accident insurance	4,254	73.2%	98
Carry homeowner insurance	2,532	43.6%	92
Carry renter's insurance	516	8.9%	103
Have auto insurance: 1 vehicle in household covered	1,144	36.0%	118
Have auto insurance: 2 vehicles in household covered	835	26.3%	91
Have auto insurance: 3+ vehicles in household covered	566	17.8%	78
Pets (Households)			
Household owns any pet	1,865	58.8%	108
Household owns any cat	834	26.3%	114
Household owns any dog	1,395	44.0%	105
Psychographics (Adults)			
Buying American is important to me	2,575	44.3%	109
Usually buy items on credit rather than wait	696	12.0%	91
Usually buy based on quality - not price	1,076	18.5%	96
Price is usually more important than brand name	1,772	30.5%	109
Usually use coupons for brands I buy often	1,134	19.5%	109
Am interested in how to help the environment	948	16.3%	89
Usually pay more for environ safe product	734	12.6%	89
Usually value green products over convenience	576	9.9%	87
Likely to buy a brand that supports a charity	1,980	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	517	8.9%	67
Bought hardcover book in last 12 months	987	17.0%	85
Bought paperback book in last 12 month	1,504	25.9%	89
Read any daily newspaper (paper version)	1,315	22.6%	110
Read any digital newspaper in last 30 days	1,925	33.1%	88
Read any magazine (paper/electronic version) in last 6 months	5,247	90.2%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,289	73.8%	98
Went to family restaurant/steak house: 4+ times a month	1,491	25.6%	95
Went to fast food/drive-in restaurant in last 6 months	5,279	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,434	41.9%	106
Fast food/drive-in last 6 months: eat in	2,148	36.9%	101
Fast food/drive-in last 6 months: home delivery	531	9.1%	109
Fast food/drive-in last 6 months: take-out/drive-thru	2,968	51.0%	108
Fast food/drive-in last 6 months: take-out/walk-in	1,203	20.7%	98
Television & Electronics (Adults/Households)			
Own any tablet	2,233	38.4%	84
Own any e-reader	304	5.2%	71
Own e-reader/tablet: iPad	1,072	18.4%	69
HH has Internet connectable TV	749	23.6%	91
Own any portable MP3 player	1,127	19.4%	90
HH owns 1 TV	640	20.2%	96
HH owns 2 TVs	929	29.3%	109
HH owns 3 TVs	659	20.8%	99
HH owns 4+ TVs	504	15.9%	89
HH subscribes to cable TV	1,415	44.6%	100
HH subscribes to fiber optic	188	5.9%	74
HH owns portable GPS navigation device	728	22.9%	92
HH purchased video game system in last 12 mos	251	7.9%	93
HH owns any Internet video device for TV	558	17.6%	86
Travel (Adults)			
Domestic travel in last 12 months	2,418	41.6%	80
Took 3+ domestic non-business trips in last 12 months	483	8.3%	70
Spent on domestic vacations in last 12 months: <\$1,000	581	10.0%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	217	3.7%	62
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	163	2.8%	71
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	145	2.5%	65
Spent on domestic vacations in last 12 months: \$3,000+	185	3.2%	51
Domestic travel in the 12 months: used general travel website	255	4.4%	63
Foreign travel in last 3 years	921	15.8%	60
Took 3+ foreign trips by plane in last 3 years	85	1.5%	30
Spent on foreign vacations in last 12 months: <\$1,000	137	2.4%	50
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	127	2.2%	58
Spent on foreign vacations in last 12 months: \$3,000+	133	2.3%	39
Foreign travel in last 3 years: used general travel website	177	3.0%	50
Nights spent in hotel/motel in last 12 months: any	2,043	35.1%	80
Took cruise of more than one day in last 3 years	294	5.1%	59
Member of any frequent flyer program	464	8.0%	46
Member of any hotel rewards program	569	9.8%	58

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Demographic Summary		2018	2023
Population		14,713	13,981
Population 18+		11,238	10,644
Households		5,832	5,505
Median Household Income		\$45,087	\$46,284

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,239	46.6%	99
Bought any women's clothing in last 12 months	4,777	42.5%	98
Bought clothing for child <13 years in last 6 months	3,027	26.9%	100
Bought any shoes in last 12 months	5,736	51.0%	96
Bought costume jewelry in last 12 months	1,898	16.9%	93
Bought any fine jewelry in last 12 months	1,854	16.5%	92
Bought a watch in last 12 months	1,725	15.3%	97
Automobiles (Households)			
HH owns/leases any vehicle	5,042	86.5%	101
HH bought/leased new vehicle last 12 mo	489	8.4%	87
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,780	87.0%	102
Bought/changed motor oil in last 12 months	5,855	52.1%	109
Had tune-up in last 12 months	2,695	24.0%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,446	66.3%	95
Drank regular cola in last 6 months	5,414	48.2%	109
Drank beer/ale in last 6 months	4,365	38.8%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,254	11.2%	96
Own digital SLR camera/camcorder	698	6.2%	80
Printed digital photos in last 12 months	2,493	22.2%	95
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,055	36.1%	100
Have a smartphone	8,289	73.8%	92
Have a smartphone: Android phone (any brand)	4,573	40.7%	105
Have a smartphone: Apple iPhone	3,301	29.4%	77
Number of cell phones in household: 1	1,976	33.9%	110
Number of cell phones in household: 2	2,297	39.4%	102
Number of cell phones in household: 3+	1,304	22.4%	81
HH has cell phone only (no landline telephone)	3,208	55.0%	105
Computers (Households)			
HH owns a computer	4,004	68.7%	92
HH owns desktop computer	2,111	36.2%	94
HH owns laptop/notebook	2,964	50.8%	90
HH owns any Apple/Mac brand computer	690	11.8%	67
HH owns any PC/non-Apple brand computer	3,557	61.0%	97
HH purchased most recent computer in a store	2,091	35.9%	97
HH purchased most recent computer online	604	10.4%	77
Spent <\$500 on most recent home computer	993	17.0%	112
Spent \$500-\$999 on most recent home computer	1,007	17.3%	98
Spent \$1,000-\$1,499 on most recent home computer	448	7.7%	81
Spent \$1,500-\$1,999 on most recent home computer	182	3.1%	68
Spent \$2,000+ on most recent home computer	140	2.4%	59

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	7,363	65.5%	105
Bought brewed coffee at convenience store in last 30 days	1,603	14.3%	106
Bought cigarettes at convenience store in last 30 days	1,644	14.6%	134
Bought gas at convenience store in last 30 days	4,817	42.9%	116
Spent at convenience store in last 30 days: <\$20	738	6.6%	91
Spent at convenience store in last 30 days: \$20-\$39	1,103	9.8%	103
Spent at convenience store in last 30 days: \$40-\$50	1,007	9.0%	108
Spent at convenience store in last 30 days: \$51-\$99	687	6.1%	109
Spent at convenience store in last 30 days: \$100+	2,851	25.4%	114
Entertainment (Adults)			
Attended a movie in last 6 months	6,129	54.5%	92
Went to live theater in last 12 months	1,075	9.6%	82
Went to a bar/night club in last 12 months	1,863	16.6%	95
Dined out in last 12 months	5,501	48.9%	96
Gambled at a casino in last 12 months	1,378	12.3%	95
Visited a theme park in last 12 months	1,620	14.4%	76
Viewed movie (video-on-demand) in last 30 days	1,777	15.8%	87
Viewed TV show (video-on-demand) in last 30 days	1,378	12.3%	88
Watched any pay-per-view TV in last 12 months	949	8.4%	77
Downloaded a movie over the Internet in last 30 days	827	7.4%	81
Downloaded any individual song in last 6 months	1,912	17.0%	84
Watched a movie online in the last 30 days	2,183	19.4%	81
Watched a TV program online in last 30 days	1,566	13.9%	78
Played a video/electronic game (console) in last 12 months	1,172	10.4%	114
Played a video/electronic game (portable) in last 12 months	599	5.3%	103
Financial (Adults)			
Have home mortgage (1st)	3,254	29.0%	92
Used ATM/cash machine in last 12 months	5,579	49.6%	93
Own any stock	590	5.3%	73
Own U.S. savings bond	541	4.8%	100
Own shares in mutual fund (stock)	633	5.6%	82
Own shares in mutual fund (bonds)	429	3.8%	80
Have interest checking account	3,243	28.9%	98
Have non-interest checking account	3,520	31.3%	106
Have savings account	6,254	55.7%	95
Have 401K retirement savings plan	1,606	14.3%	92
Own/used any credit/debit card in last 12 months	8,567	76.2%	96
Avg monthly credit card expenditures: <\$111	1,557	13.9%	115
Avg monthly credit card expenditures: \$111-\$225	865	7.7%	107
Avg monthly credit card expenditures: \$226-\$450	780	6.9%	103
Avg monthly credit card expenditures: \$451-\$700	515	4.6%	74
Avg monthly credit card expenditures: \$701-\$1,000	470	4.2%	72
Avg monthly credit card expenditures: \$1,001+	725	6.5%	59
Did banking online in last 12 months	3,758	33.4%	85
Did banking on mobile device in last 12 months	2,194	19.5%	83
Paid bills online in last 12 months	4,834	43.0%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,120	70.6%	103
Used bread in last 6 months	5,489	94.1%	101
Used chicken (fresh or frozen) in last 6 months	3,904	66.9%	97
Used turkey (fresh or frozen) in last 6 months	912	15.6%	102
Used fish/seafood (fresh or frozen) in last 6 months	2,934	50.3%	92
Used fresh fruit/vegetables in last 6 months	5,002	85.8%	98
Used fresh milk in last 6 months	5,046	86.5%	101
Used organic food in last 6 months	978	16.8%	71
Health (Adults)			
Exercise at home 2+ times per week	2,828	25.2%	90
Exercise at club 2+ times per week	1,198	10.7%	74
Visited a doctor in last 12 months	8,587	76.4%	99
Used vitamin/dietary supplement in last 6 months	5,868	52.2%	96
Home (Households)			
Any home improvement in last 12 months	1,681	28.8%	103
Used housekeeper/maid/professional HH cleaning service in last 12	591	10.1%	72
Purchased low ticket HH furnishings in last 12 months	930	15.9%	95
Purchased big ticket HH furnishings in last 12 months	1,199	20.6%	94
Bought any small kitchen appliance in last 12 months	1,242	21.3%	95
Bought any large kitchen appliance in last 12 months	857	14.7%	104
Insurance (Adults/Households)			
Currently carry life insurance	5,212	46.4%	104
Carry medical/hospital/accident insurance	8,451	75.2%	101
Carry homeowner insurance	5,605	49.9%	105
Carry renter's insurance	881	7.8%	91
Have auto insurance: 1 vehicle in household covered	1,926	33.0%	108
Have auto insurance: 2 vehicles in household covered	1,637	28.1%	97
Have auto insurance: 3+ vehicles in household covered	1,275	21.9%	96
Pets (Households)			
Household owns any pet	3,500	60.0%	110
Household owns any cat	1,638	28.1%	122
Household owns any dog	2,660	45.6%	109
Psychographics (Adults)			
Buying American is important to me	5,207	46.3%	114
Usually buy items on credit rather than wait	1,309	11.6%	89
Usually buy based on quality - not price	2,124	18.9%	98
Price is usually more important than brand name	3,396	30.2%	108
Usually use coupons for brands I buy often	2,230	19.8%	111
Am interested in how to help the environment	1,760	15.7%	86
Usually pay more for environ safe product	1,391	12.4%	87
Usually value green products over convenience	1,103	9.8%	87
Likely to buy a brand that supports a charity	3,887	34.6%	100
Reading (Adults)			
Bought digital book in last 12 months	1,091	9.7%	73
Bought hardcover book in last 12 months	2,010	17.9%	90
Bought paperback book in last 12 month	2,996	26.7%	92
Read any daily newspaper (paper version)	2,675	23.8%	115
Read any digital newspaper in last 30 days	3,675	32.7%	87
Read any magazine (paper/electronic version) in last 6 months	10,156	90.4%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	8,432	75.0%	99
Went to family restaurant/steak house: 4+ times a month	2,916	25.9%	97
Went to fast food/drive-in restaurant in last 6 months	10,287	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,568	40.6%	103
Fast food/drive-in last 6 months: eat in	4,307	38.3%	104
Fast food/drive-in last 6 months: home delivery	921	8.2%	98
Fast food/drive-in last 6 months: take-out/drive-thru	5,755	51.2%	108
Fast food/drive-in last 6 months: take-out/walk-in	2,246	20.0%	95
Television & Electronics (Adults/Households)			
Own any tablet	4,495	40.0%	87
Own any e-reader	681	6.1%	82
Own e-reader/tablet: iPad	2,297	20.4%	77
HH has Internet connectable TV	1,407	24.1%	93
Own any portable MP3 player	2,178	19.4%	90
HH owns 1 TV	1,137	19.5%	93
HH owns 2 TVs	1,649	28.3%	105
HH owns 3 TVs	1,275	21.9%	104
HH owns 4+ TVs	1,010	17.3%	97
HH subscribes to cable TV	2,482	42.6%	95
HH subscribes to fiber optic	311	5.3%	67
HH owns portable GPS navigation device	1,465	25.1%	101
HH purchased video game system in last 12 mos	406	7.0%	82
HH owns any Internet video device for TV	995	17.1%	84
Travel (Adults)			
Domestic travel in last 12 months	5,095	45.3%	87
Took 3+ domestic non-business trips in last 12 months	1,054	9.4%	79
Spent on domestic vacations in last 12 months: <\$1,000	1,158	10.3%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	532	4.7%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	364	3.2%	82
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	337	3.0%	79
Spent on domestic vacations in last 12 months: \$3,000+	465	4.1%	66
Domestic travel in the 12 months: used general travel website	547	4.9%	70
Foreign travel in last 3 years	1,944	17.3%	65
Took 3+ foreign trips by plane in last 3 years	232	2.1%	43
Spent on foreign vacations in last 12 months: <\$1,000	336	3.0%	64
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	263	2.3%	62
Spent on foreign vacations in last 12 months: \$3,000+	326	2.9%	49
Foreign travel in last 3 years: used general travel website	384	3.4%	57
Nights spent in hotel/motel in last 12 months: any	4,298	38.2%	88
Took cruise of more than one day in last 3 years	682	6.1%	71
Member of any frequent flyer program	1,088	9.7%	56
Member of any hotel rewards program	1,416	12.6%	75

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Retail Marketplace Potential

Litwin's Building Independence , KS
 Drive Time: 30 minute radius

Latitude: 37.2250
 Longitude: -95.7066

Demographic Summary	2018	2023
Population	45,433	43,347
Population 18+	35,284	33,554
Households	18,174	17,247
Median Household Income	\$43,450	\$45,303

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	16,584	47.0%	100
Bought any women's clothing in last 12 months	14,967	42.4%	98
Bought clothing for child <13 years in last 6 months	9,166	26.0%	97
Bought any shoes in last 12 months	18,051	51.2%	96
Bought costume jewelry in last 12 months	5,618	15.9%	88
Bought any fine jewelry in last 12 months	5,673	16.1%	90
Bought a watch in last 12 months	5,487	15.6%	98
Automobiles (Households)			
HH owns/leases any vehicle	15,987	88.0%	103
HH bought/leased new vehicle last 12 mo	1,471	8.1%	84
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	30,925	87.6%	103
Bought/changed motor oil in last 12 months	18,973	53.8%	113
Had tune-up in last 12 months	8,419	23.9%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	22,962	65.1%	93
Drank regular cola in last 6 months	17,543	49.7%	112
Drank beer/ale in last 6 months	13,869	39.3%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,113	11.7%	100
Own digital SLR camera/camcorder	2,196	6.2%	80
Printed digital photos in last 12 months	7,923	22.5%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,652	35.9%	99
Have a smartphone	25,320	71.8%	90
Have a smartphone: Android phone (any brand)	14,088	39.9%	103
Have a smartphone: Apple iPhone	9,766	27.7%	72
Number of cell phones in household: 1	6,106	33.6%	109
Number of cell phones in household: 2	7,289	40.1%	104
Number of cell phones in household: 3+	3,879	21.3%	77
HH has cell phone only (no landline telephone)	9,311	51.2%	97
Computers (Households)			
HH owns a computer	12,327	67.8%	91
HH owns desktop computer	6,619	36.4%	95
HH owns laptop/notebook	9,045	49.8%	88
HH owns any Apple/Mac brand computer	1,887	10.4%	59
HH owns any PC/non-Apple brand computer	11,174	61.5%	98
HH purchased most recent computer in a store	6,468	35.6%	96
HH purchased most recent computer online	1,874	10.3%	77
Spent <\$500 on most recent home computer	3,293	18.1%	119
Spent \$500-\$999 on most recent home computer	3,079	16.9%	96
Spent \$1,000-\$1,499 on most recent home computer	1,346	7.4%	78
Spent \$1,500-\$1,999 on most recent home computer	563	3.1%	67
Spent \$2,000+ on most recent home computer	419	2.3%	57

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Retail Marketplace Potential

Litwin's Building Independence , KS
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	23,397	66.3%	106
Bought brewed coffee at convenience store in last 30 days	5,175	14.7%	108
Bought cigarettes at convenience store in last 30 days	4,953	14.0%	129
Bought gas at convenience store in last 30 days	15,655	44.4%	120
Spent at convenience store in last 30 days: <\$20	2,274	6.4%	89
Spent at convenience store in last 30 days: \$20-\$39	3,447	9.8%	102
Spent at convenience store in last 30 days: \$40-\$50	3,214	9.1%	110
Spent at convenience store in last 30 days: \$51-\$99	2,121	6.0%	108
Spent at convenience store in last 30 days: \$100+	9,411	26.7%	120
Entertainment (Adults)			
Attended a movie in last 6 months	18,361	52.0%	87
Went to live theater in last 12 months	3,049	8.6%	74
Went to a bar/night club in last 12 months	5,716	16.2%	93
Dined out in last 12 months	17,022	48.2%	95
Gambled at a casino in last 12 months	4,190	11.9%	92
Visited a theme park in last 12 months	4,602	13.0%	69
Viewed movie (video-on-demand) in last 30 days	4,950	14.0%	77
Viewed TV show (video-on-demand) in last 30 days	3,784	10.7%	77
Watched any pay-per-view TV in last 12 months	2,933	8.3%	76
Downloaded a movie over the Internet in last 30 days	2,396	6.8%	75
Downloaded any individual song in last 6 months	5,669	16.1%	80
Watched a movie online in the last 30 days	6,464	18.3%	76
Watched a TV program online in last 30 days	4,547	12.9%	72
Played a video/electronic game (console) in last 12 months	3,329	9.4%	103
Played a video/electronic game (portable) in last 12 months	1,656	4.7%	90
Financial (Adults)			
Have home mortgage (1st)	10,258	29.1%	92
Used ATM/cash machine in last 12 months	16,865	47.8%	90
Own any stock	1,838	5.2%	72
Own U.S. savings bond	1,669	4.7%	98
Own shares in mutual fund (stock)	1,984	5.6%	82
Own shares in mutual fund (bonds)	1,266	3.6%	75
Have interest checking account	10,159	28.8%	98
Have non-interest checking account	11,292	32.0%	109
Have savings account	19,954	56.6%	97
Have 401K retirement savings plan	4,891	13.9%	89
Own/used any credit/debit card in last 12 months	26,836	76.1%	95
Avg monthly credit card expenditures: <\$111	4,874	13.8%	115
Avg monthly credit card expenditures: \$111-\$225	2,816	8.0%	111
Avg monthly credit card expenditures: \$226-\$450	2,456	7.0%	103
Avg monthly credit card expenditures: \$451-\$700	1,700	4.8%	78
Avg monthly credit card expenditures: \$701-\$1,000	1,524	4.3%	74
Avg monthly credit card expenditures: \$1,001+	2,511	7.1%	65
Did banking online in last 12 months	11,555	32.7%	83
Did banking on mobile device in last 12 months	6,641	18.8%	80
Paid bills online in last 12 months	15,123	42.9%	87

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Retail Marketplace Potential

Litwin's Building Independence , KS
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	13,121	72.2%	105
Used bread in last 6 months	17,165	94.4%	101
Used chicken (fresh or frozen) in last 6 months	12,354	68.0%	99
Used turkey (fresh or frozen) in last 6 months	2,970	16.3%	107
Used fish/seafood (fresh or frozen) in last 6 months	9,129	50.2%	92
Used fresh fruit/vegetables in last 6 months	15,687	86.3%	99
Used fresh milk in last 6 months	15,935	87.7%	102
Used organic food in last 6 months	2,814	15.5%	65
Health (Adults)			
Exercise at home 2+ times per week	8,641	24.5%	88
Exercise at club 2+ times per week	3,447	9.8%	68
Visited a doctor in last 12 months	27,479	77.9%	101
Used vitamin/dietary supplement in last 6 months	18,279	51.8%	96
Home (Households)			
Any home improvement in last 12 months	5,377	29.6%	106
Used housekeeper/maid/professional HH cleaning service in last 12	1,720	9.5%	68
Purchased low ticket HH furnishings in last 12 months	2,772	15.3%	91
Purchased big ticket HH furnishings in last 12 months	3,552	19.5%	89
Bought any small kitchen appliance in last 12 months	4,006	22.0%	98
Bought any large kitchen appliance in last 12 months	2,643	14.5%	103
Insurance (Adults/Households)			
Currently carry life insurance	16,841	47.7%	107
Carry medical/hospital/accident insurance	26,602	75.4%	101
Carry homeowner insurance	18,466	52.3%	111
Carry renter's insurance	2,643	7.5%	87
Have auto insurance: 1 vehicle in household covered	5,811	32.0%	104
Have auto insurance: 2 vehicles in household covered	5,089	28.0%	97
Have auto insurance: 3+ vehicles in household covered	4,395	24.2%	106
Pets (Households)			
Household owns any pet	11,218	61.7%	113
Household owns any cat	5,479	30.1%	131
Household owns any dog	8,650	47.6%	114
Psychographics (Adults)			
Buying American is important to me	17,280	49.0%	121
Usually buy items on credit rather than wait	4,114	11.7%	89
Usually buy based on quality - not price	6,768	19.2%	99
Price is usually more important than brand name	11,023	31.2%	112
Usually use coupons for brands I buy often	7,202	20.4%	114
Am interested in how to help the environment	5,252	14.9%	82
Usually pay more for environ safe product	4,324	12.3%	86
Usually value green products over convenience	3,676	10.4%	92
Likely to buy a brand that supports a charity	12,089	34.3%	99
Reading (Adults)			
Bought digital book in last 12 months	3,287	9.3%	70
Bought hardcover book in last 12 months	6,185	17.5%	88
Bought paperback book in last 12 month	9,479	26.9%	93
Read any daily newspaper (paper version)	8,715	24.7%	120
Read any digital newspaper in last 30 days	10,681	30.3%	80
Read any magazine (paper/electronic version) in last 6 months	31,647	89.7%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	26,499	75.1%	100
Went to family restaurant/steak house: 4+ times a month	8,719	24.7%	92
Went to fast food/drive-in restaurant in last 6 months	32,323	91.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	13,380	37.9%	96
Fast food/drive-in last 6 months: eat in	13,727	38.9%	106
Fast food/drive-in last 6 months: home delivery	2,644	7.5%	89
Fast food/drive-in last 6 months: take-out/drive-thru	17,822	50.5%	107
Fast food/drive-in last 6 months: take-out/walk-in	6,699	19.0%	90
Television & Electronics (Adults/Households)			
Own any tablet	13,957	39.6%	87
Own any e-reader	2,195	6.2%	84
Own e-reader/tablet: iPad	6,868	19.5%	73
HH has Internet connectable TV	4,202	23.1%	89
Own any portable MP3 player	6,497	18.4%	86
HH owns 1 TV	3,541	19.5%	93
HH owns 2 TVs	5,016	27.6%	102
HH owns 3 TVs	3,963	21.8%	104
HH owns 4+ TVs	3,296	18.1%	102
HH subscribes to cable TV	6,900	38.0%	85
HH subscribes to fiber optic	749	4.1%	52
HH owns portable GPS navigation device	4,727	26.0%	105
HH purchased video game system in last 12 mos	1,105	6.1%	71
HH owns any Internet video device for TV	2,767	15.2%	75
Travel (Adults)			
Domestic travel in last 12 months	15,827	44.9%	86
Took 3+ domestic non-business trips in last 12 months	3,283	9.3%	78
Spent on domestic vacations in last 12 months: <\$1,000	3,741	10.6%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,791	5.1%	85
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	990	2.8%	71
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,033	2.9%	77
Spent on domestic vacations in last 12 months: \$3,000+	1,408	4.0%	64
Domestic travel in the 12 months: used general travel website	1,650	4.7%	68
Foreign travel in last 3 years	5,598	15.9%	60
Took 3+ foreign trips by plane in last 3 years	728	2.1%	43
Spent on foreign vacations in last 12 months: <\$1,000	1,128	3.2%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	741	2.1%	56
Spent on foreign vacations in last 12 months: \$3,000+	989	2.8%	47
Foreign travel in last 3 years: used general travel website	1,171	3.3%	55
Nights spent in hotel/motel in last 12 months: any	13,296	37.7%	86
Took cruise of more than one day in last 3 years	1,903	5.4%	63
Member of any frequent flyer program	2,989	8.5%	49
Member of any hotel rewards program	4,498	12.7%	76

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